

AN ONLINE METHOD AND SYSTEM FOR FACILITATING IMPROVEMENTS IN THE CONSISTENCY, DELIVERABILITY AND/OR MEASURABILITY OF LAUNCH PRACTICES

Abstract of Disclosure

The present invention relates to an online method and system for facilitating improved consistency, deliverability and/or measurability of a launch practice. A preferred method embodiment of the present invention includes determining a launch practice item based on a set of key sources and transmitting the launch practice item to an at least one member of the launch practice team. The launch practice item is determined by an experienced committee separate from a launch practice team. The at least one member uses the launch practice item to improve consistency, deliverability and/or measurability of the launch practice. A preferred computer system of the present invention is configured to transmit a launch practice item, receive an at least one member observation regarding the launch practice item, and transmit a revised and/or a new launch practice item if implementing the observation improves the consistency, deliverability and/or measurability of the launch practice.

